

Reports to: Sr. Brand and Communications Manager

Department: Marketing

Classification: Exempt

Updated: 06/12/25

Job Summary:

An Integrated Marketing Communication (IMC) Manager is responsible for developing, executing, and overseeing comprehensive marketing and communications strategies that unify messaging across all channels—digital, print, PR, and trade. The goal is to enhance brand awareness, drive engagement, and support business growth by ensuring that all communications are consistent, compelling, and aligned with organizational objectives.

Acting as both a brand guardian and a creative catalyst, the Integrated Marketing Communications Manager collaborates closely with cross-functional teams to craft consumer-specific content that motivates action and reinforces our brand promise. The role is responsible for shaping and protecting the narrative for established brands while launching new product lines with bold ideas, teamwork, and accountability. Leveraging expertise in PR, media relations, trade publishing, and digital storytelling, including the use of AI and emerging technologies, this leader ensures our communications are innovative, data-driven, and aligned with company objectives.

Operating within the Entrepreneurial Operating System (EOS) framework, the Integrated Marketing Communications Manager drives measurable results, fosters a culture of collaboration and growth, and ensures our messaging remains at the forefront of industry standards and audience expectations

Key Responsibilities:

- Serve as the steward of the written word, voice, and tone, ensuring every piece of content, across all channels and formats, consistently reflects and reinforces our brand standards
 - Develop and execute integrated marketing communication strategies across digital, print, PR, and trade channels to drive brand awareness, engagement, and sales.
 - Lead public relations efforts, including writing and distributing press releases, managing media relationships, and securing positive coverage in industry and mainstream outlets.
 - Manage content development for trade publications, including feature articles, advertorials, and sponsored content, ensuring alignment with brand messaging and business objectives.
 - Create compelling, channel-specific content that motivates action for both new product launches and established brands.
 - Develop and produce content specifically targeted to consumers, including promotional offers, educational materials, and engaging campaigns that drive consumer awareness and action
 - Utilizes content calendars to ensure timely, consistent messaging for B2B and B2C audiences.
 - Leverage AI and emerging technologies to enhance content creation, personalization, and campaign effectiveness.
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- Lead planning and execution of PR initiatives.
- Build and maintain relationships with media, trade editors, and external partners to amplify brand messages and secure editorial opportunities.
- Monitor PR and marketing campaign performance, analyze KPIs, and optimize strategies for continuous improvement.
- Champion brand consistency and ensure alignment with company vision and EOS processes.
- Actively participate in Level 10 Meetings™ and drive progress on company Rocks and initiatives.
- Other duties as assigned.

Required Qualifications:

- Bachelor's degree in Marketing, Communications, or related field.
- 5+ years' experience in marketing communications, including public relations and trade publication management.
- Proven expertise in digital marketing, SEO, and conversion-focused email campaigns.
- Demonstrated ability to create content for new and established brands, tailored to diverse channels and audiences.
- Strong writing, editing, and storytelling skills for both PR and marketing content.
- Excellent organizational, project management, and relationship-building abilities.
- Thrives in a fast-paced, growth-oriented environment.
- Adaptable, eager to learn, and proactive.
- Embrace and foster company values of Integrity, Excellence, People Chemistry, Golden Rule, Courage, and Servant-Leadership.

Preferred Qualifications:

- Proficiency with AI content platforms (e.g., ChatGPT, Claude) and a passion for leveraging new technologies.
- 10+ years' experience in marketing communications, including public relations and trade publication management (CPG preferred).
- Experience managing budgets and collaborating with agencies, media, and cross-functional teams.
- Graphic design and visual storytelling

Compensation:

- Estimated annual base salary range: \$105,000 – \$125,000, plus eligibility for performance-based bonus compensation.
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